



ATTENTION!
FOR 62 YEARS WE HAVE SOLD
DEPENDABLE MERCHANDISE AT
LOWEST-IN-THE-CITY PRICES.
WE ARE DOING SO NOW, AND
SHALL CONTINUE
TO DO SO.

Macy's
Herald Square B'dway, 34th to 35th St.
Store Hours, 9 to 5.30

Flags
For Independence Day—an assortment of sizes
in all-wool flags, as well as small mercerized
flags mounted—all at prices which are lowest-
in-the-city.
Fifth Floor, 34th Street.



All Aboard for the 4th of July

**A Fine Selection of
Bathing Suits for Men**
\$3.96 to \$16.89
In assorted colors and styles.
Sporting Goods Dept.
Fifth Floor, Centre.

WHETHER your destination be camp, mountains or seashore, let your starting place be **Macy's**. Everything that makes for the successful outing is here at lowest-in-the-city prices. A few suggestions of what our vast stocks offer to you to make the Holiday more enjoyable are given below.

Maplewood Lunch Sets
23c
Made of FIBRE—not paper, and each
consists of 6 dinner plates, 2 vegetable
dishes, 2 sandwich plates, 6 side dishes,
6 individual salt dishes, 12 sanitary
spoons, 6 napkins, 1 tablecloth.
Fifth Floor, 34th Street,
Centre.

**Two Piece
Summer Suits
for Men**
\$18.75 to \$42.50



For July 4th and many more warm, sultry days, one of these Summer suits will give cool, satisfying comfort. Designed with comfort foremost, but with an eye to style. The well dressed man will welcome one of these suits for its exactness of style and refreshing coolness.

No man's Holiday Outfit is complete without a pair of these
**All Wool
White Flannel
Trousers**
\$8.95

—Fifth Floor, Front

Smokes!

To the smoker, no outing is half so enjoyable as when he is supplied with his favorite smoke. From our wide selection we are offering these specials for the holiday.

Optimo Commanders
A mild Havana blended Cigar made in Tampa. Our regular price is \$4.96 box of 50. For this sale \$4.49

Admiration Gems
10 in a package, box of 100 \$3.49

Prince Albert, 16 oz. tin \$1.19

Prince Albert, Glass Humidor \$1.34

Verified prices elsewhere \$1.30 & \$1.55

Good Manila Cigars, \$3.74 box of 100

Condux Cigarettes
In plain cork or straw tips. Special box of 100 \$1.98

—Fifth Floor,
35th Street
Main Floor, 35th Street
entrance



**To Fill the Holiday Need
Ribbon and Straw
Sport Hats**
\$2.97

Cushion brims of Hemp—Crowns of row on row of ribbon. These hats are suitable for both Miss and Matron for seashore, mountain and general utility wear.

In white and all desirable color combinations, they are sure to be becoming to any type of face. Take one away with you on your vacation.

—Second Floor, 34th Street

If Your Destination be camp, mountain or seashore, your first stop should be for a

Vacuum Bottle

How you will enjoy that cooling, refreshing drink from one of these bottles. A vacuum bottle on your trip insures a pleasant, satisfied outing.

Bottles of every description and your choice of various makes at usual lowest-in-the-city prices.

Pint bottles, \$2.34 to \$4.24

Quart bottles \$3.74 to \$10.49

2-Quart bottles \$12.49 to \$13.74

ALSO FOOD JARS for keeping solid or liquid food, hot or cold.

Pint size, \$2.79 to \$3.96

Quart size, \$4.24 to \$5.89

—Main Floor,
34th Street

By all means! Young Sonny should and will have a sailor suit when they are as low priced as these are

Boys' Sailor Suits of Heavy Government Drill

\$5.94

These are exact duplicates of the uniforms worn by our sailors and they are just as stoutly made and carefully finished with regard to detail.

Two Pairs of Trousers

with this suit, one the beloved Broadfalls, and the other short knee length style.

Sizes 3 to 10 years.



—Second Floor, 34th Street, Rear.

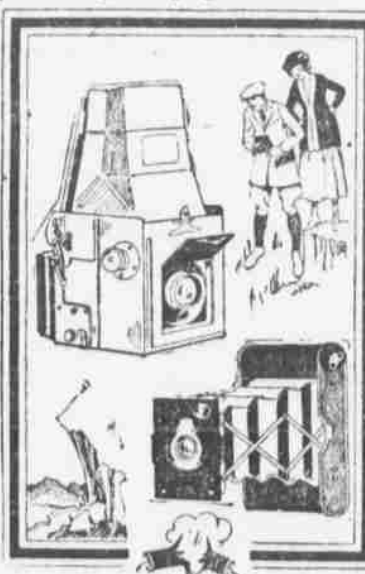
**On your outing
take a
Ukulele
with you**
\$3.79

The ukulele which we sell at \$3.79 has a body made of birch stained the color of koa wood, shellacked and varnished. Basswood neck with extension finger board, properly fretted; brass fret wire, mahogany tuning pins. Simplified Hawaiian method instruction book, 44c.

—Music Dept.,
Fourth Floor, 34th St.,
Rear.

Take a Camera with you

Macy's Camera Department is a veritable Mecca of amateur photographers. Here may be found cameras of every popular size and style at lowest-in-the-city prices. We carry everything in cameras from the small vest pocket camera to the more important Graflex. We specialize particularly in high grade outfits.



If It's Used in Photography, You Can Buy It In

—Camera Dept., Fifth Floor, Centre.

Box cameras, roll film, \$2.29 to \$5.41

Vest pocket kodaks, \$8.59 to \$33.50

Vest pocket Ansco's, \$18.89 to \$81.25

Folding roll film cameras—\$15.11 to \$26.50

Folding roll film cameras—special lenses, \$23.03 to \$113.00

Graflex camera, fitted with B & L Tessar Anastigmat lenses, \$83.75 to \$180.00

Fresh films always on hand. Developing and printing and enlarging done on the premises. A complete line of accessories for the holiday—all at LOWEST-IN-THE-CITY PRICES.



**Just in time for that 4th of July motor trip
Motor Restaurant**
for 6 people—double deck style
\$18.74

(Regular price would be \$22.74)

This case is made of veneered basswood top, bottom and sides, and is covered with black enameled duck. Has reinforced leather corners and dustproof edges. It is equipped with 6 knives, forks and spoons, 6 white enameled plates and cups, aluminum salt and pepper shakers, large metal food box and space for a 1 quart and a 1 pint vacuum bottle.

—Fifth Floor, Front, 35th Street.

For Independence Day Men's Furnishings Shirts

White silk shirts, smart collars attached. 49c tax. \$7.89
Zephyr weight flannel shirts, the ideal shirt for tennis or golf. 29c tax \$5.89
White oxford shirts, with turn down collars attached. 3c tax. \$3.29

Cravats

Foulard silk cravats—our own importation; hand tailored throughout.

Four-in-hands \$1.89

Bat-wing cravats \$1.29

Leather Belts

Black \$94c to \$2.44

Tan \$94c to \$2.44

Gray \$1.44 and \$1.89

Hats and Caps

Men's Mohair Caps—in shades of tan, gray, green and brown \$1.34

Tennis and Outing Hats—in white, tan, and white with green \$4c

—Main Floor, 35th Street

Good Music Over the Fourth

A Portable Victrola

Specially priced

\$20.24

Oak cabinet, 7½ inches high, 13 inches wide and 14½ inches deep. Regular Victor tone arm and sound box.

AN UNUSUAL OPPORTUNITY TO OBTAIN ONE AT A VERY LOW PRICE

—Music Dept.,
Fourth Floor, 34th St.,
Rear.

Outing Shoe Headquarters for the Whole Family

FOR WOMEN
White newbuck oxfords \$7.49
White buckskin oxfords \$5.89
Brown calf oxfords \$8.89
FOR MEN
White buckskin oxfords \$10.98
rubber bottoms.
White canvas oxfords \$6.49
Leather soles and heels.
Palm Beach oxfords \$6.49
Leather soles and heels.



First Quality Sneakers at lowest-in-the-city prices
—Main Floor Balcony and Second Floor, Rear.

FOR BOYS AND GIRLS

Boy Scout Shoes, sizes 11 to 2 \$4.89

sizes 2½ to 6 \$5.89

Brown leather oxfords, sizes 2½ to 6 \$6.94

and \$7.29

Girls' play oxfords, \$3.49 and \$4.49

Youths' and boys' leather trimmed sneakers, white and brown \$2.59

and \$2.63

Children's barefoot sandals \$2.69

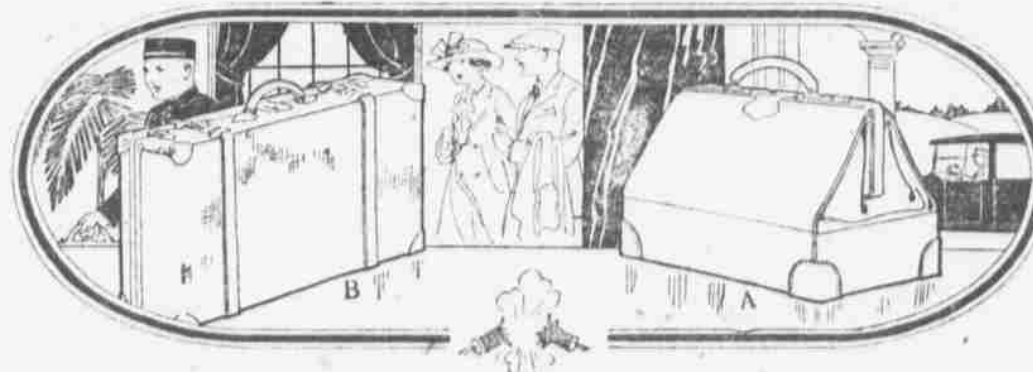
8½ to 11 \$2.97

11½ to 2 \$3.49

Last Minute

Holiday

Suggestions



Cowhide Bags
\$19.74

These bags, illustrated A, have sewn-in frames and reinforced sewn-on corners, with three inside pockets. Plaid design lined. Size 18 in.

Cowhide Bags
\$24.74

Made of good grade cowhide, with sewn-in frames and reinforced corners. Have three inside pockets. Leather lined. Size 18 in.

Bags, Suitcases and Valises

ALL ABOARD! Is your vacation comfort worth a thought about your luggage? **Macy's** luggage is luggage of comfort, convenience and quality priced lowest-in-the-city.

FOR EXAMPLE

Cowhide Bags
\$33.25

Have reinforced, sewn-on corners, solid brass clutches. Double handles. Three pockets. Plaid lined. Sizes 18 and 20 in.

Week End Cases
\$6.49

Covered with black enamel cloth. Have inside trays and are lined with cretonne. Sizes 24, 26, 28 in.

—Fifth Floor, 34th Street, Rear.

Cowhide Suitcases
\$14.74

Made of medium grade cowhide, with reinforced corners and two straps going all around. Illustrated B. Inside folds. Size 24 in.

Pullman Cases
\$15.74

Covered with black enamel cloth over basswood foundations, with reinforced cowhide corners. Two lever locks and inside trays. Pretty lined. Sizes 24, 26, 28 in.

Sporting Goods

Of course outdoor sports are your first consideration in vacation planning. No matter what the sport—fishing or baseball, golf or canoeing—you will want equipment. It will greatly facilitate your plans to select this equipment from our extensive Sporting Goods Department, where quality is assured at lowest-in-the-city prices.

For TENNIS there are Racquets priced from \$2.97 to \$11.49, with Tennis Balls at \$6.59 per dozen. In BASEBALL, equipment there are gloves, basemen's mitts, catchers' mitts and bats at prices which are lowest-in-the-city. GOLF is well represented with a good selection of irons, drivers and brassies, golf bags and golf balls. And FISHING, CAMPING, CANOEING—anything, in fact, in the way of outdoor sport is considered in the wide range of our Sporting Goods.



And everything best in quality and lowest in price.

—Sporting Goods Dept., Fifth Floor, 34th Street, Centre